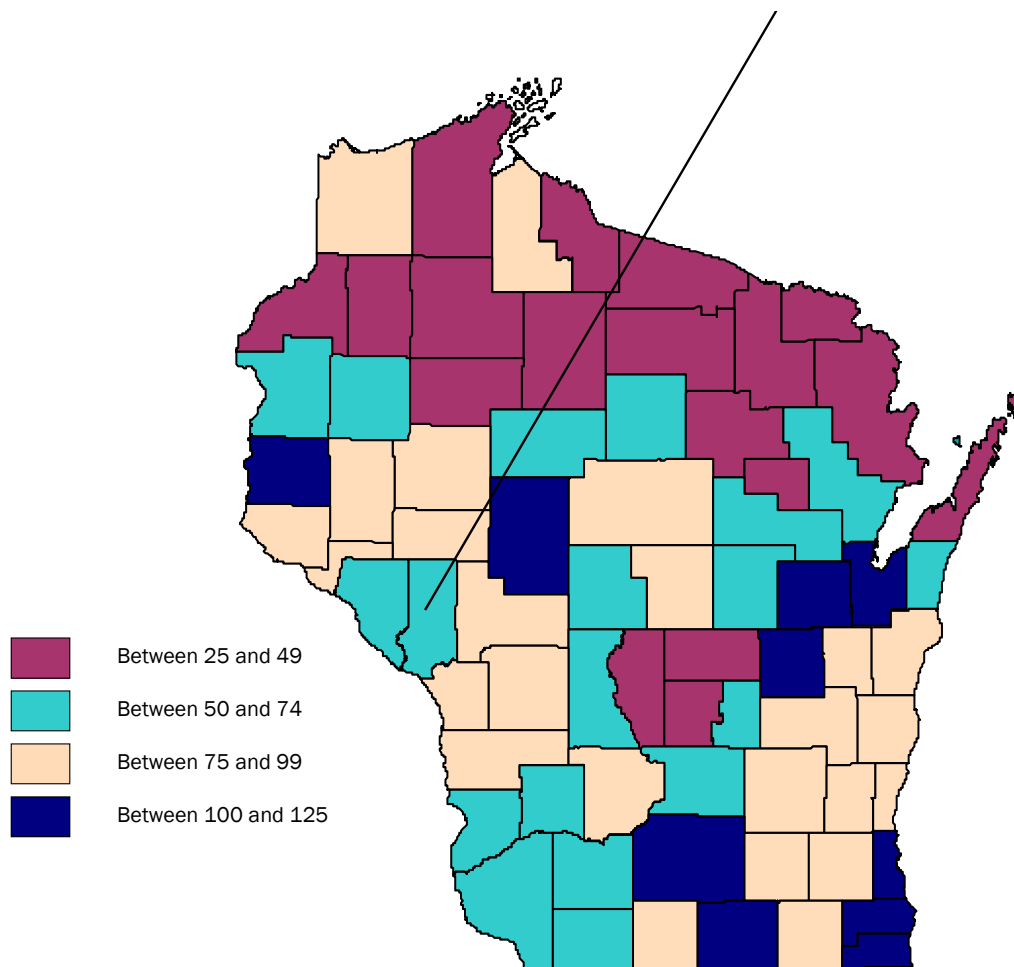


Trempealeau County Workforce Profile



The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

The population in Trempealeau County increased between 2000 to 2004 but at a slower pace than in the nation and Wisconsin and ranked 41st fastest growing among the state's 72 counties. In the last four years the population in Trempealeau County increased 2.8 percent by adding 755 residents.

All but three of the county's 26 municipalities, the towns of Lincoln and Unity and the county's largest municipality, the City of Arcadia, added residents during the four-year period

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,715	5,532,955	169,240	3.2%
Trempealeau County	27,010	27,765	755	2.8%
Largest Municipalities				
Arcadia, City	2,402	2,373	-29	-1.2%
Trempealeau, Town	1,618	1,731	113	7.0%
Osseo, City	1,669	1,669	0	0.0%
Whitehall, City	1,651	1,666	15	0.9%
Arcadia, Town	1,555	1,621	66	4.2%
Gale, Town	1,426	1,477	51	3.6%
Galesville, City	1,427	1,445	18	1.3%
Trempealeau, Village	1,319	1,435	116	8.8%
Ettrick, Town	1,284	1,307	23	1.8%
Blair, City	1,273	1,296	23	1.8%

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

and four of the ten largest municipalities out-paced the percent increase of the county. These municipalities, as well as the county, are growing because they are attracting new residents who migrate to the area.

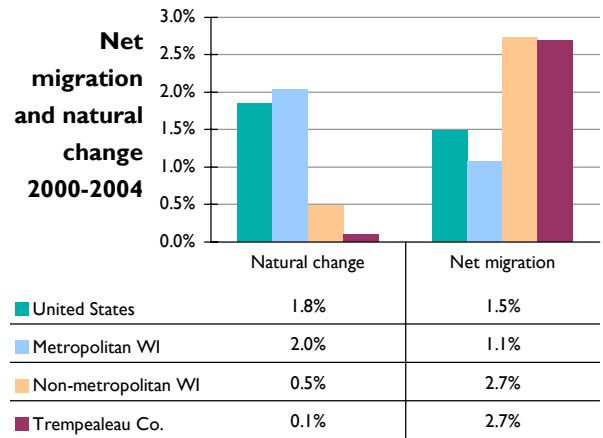
In fact, most of the increase in county population is attributed to net migration, more people moving to the county than leaving the county. The migration rate in Trempealeau County of 2.7 percent exceeds the Wisconsin rate of 1.6 percent and matches the rate of other non-metropolitan counties in Wisconsin. A significant share of the net migration to non-metropolitan counties occurs in counties adjacent to state borders and metro areas, as is the case in northern and southern Trempealeau County where towns are adding the most residents.

Many of the new residents that move to the county work for employers in adjacent cities and are older. They are attracted to the rural

communities as places to raise a family. There was a small increase in the county population from natural change when the 1,139 births out-numbered deaths by 27. Fewer births produced a lower fertility rate (see glossary) in the county (53.9 compared with 58.7 in Wisconsin) and the population projections build on both these trends.

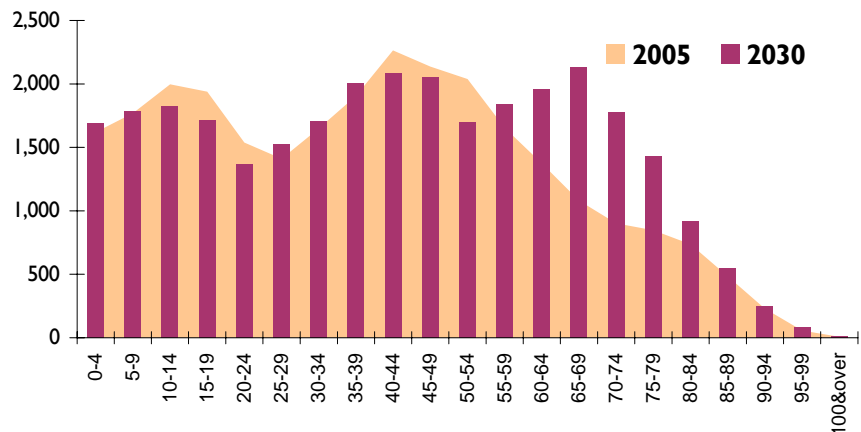
The overwhelming trend in the county is toward an older population that will out-number a younger population. Roughly 21 percent of the population is currently over 60 years old but by 2030 that share expands to nearly 30 percent. In contrast, 32 percent of the current population is under 25 years old and that shrinks to 27 percent by 2030. This trend is dramatized in the bottom graph where the 'hill' created by baby-boomers rises above all other age groups and continues to dwarf other ages in the next 25 years.

The impact of an aging population is perhaps more obvi-



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Trempealeau County



Source: WI Dept. of Administration, Demographic Services

Future Population and Labor Supply

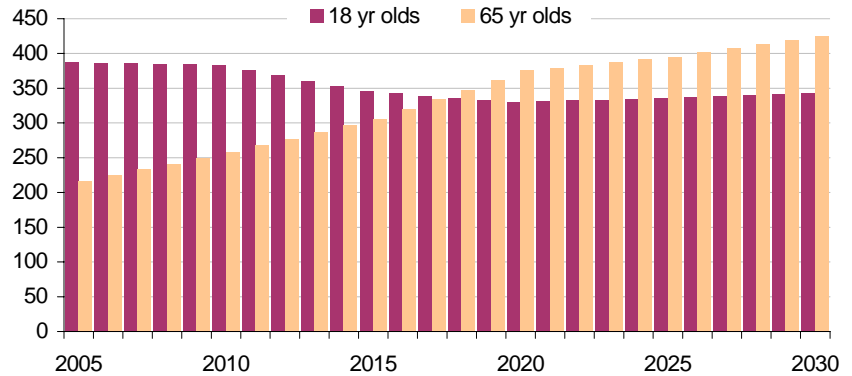
ous in terms of services that they will require. But it also impacts the availability of labor, especially when lower fertility rates also means fewer young people. Assuming that 65 years old represents an average age of retirement and that 18 years old represents high school graduation then a plot of the number of these residents points to a time when the first group exceeds the second in number. That convergence occurs in 2017 in Trempealeau County.

As residents age their participation in the labor force declines. Labor force participation rates (LFPR, see glossary) among the population 25 to 50 years of age generally exceed 88 percent in Trempealeau County. But, after 55 years the LFPR begins to drop and by 60 years it is near 55 percent. As the population ages the number of residents may increase but increases in the labor force will stall.

Although county population growth will slow it is not projected to decline during the projection period. However, because a greater share of the population will be over 50 years old, an age when labor force participation drops off, the size of the labor force growth is projected to be less than half of population growth. The three columns in the chart on the right illustrate labor force composition and size. Most notable is the increasingly larger sections representing workers over 65 years in the top sections and the smaller sections on the bottom.

This projection uses national assumptions that included a slight increase in the participation rates of older residents but

Convergence of 18 & 65 year old population in Trempealeau County

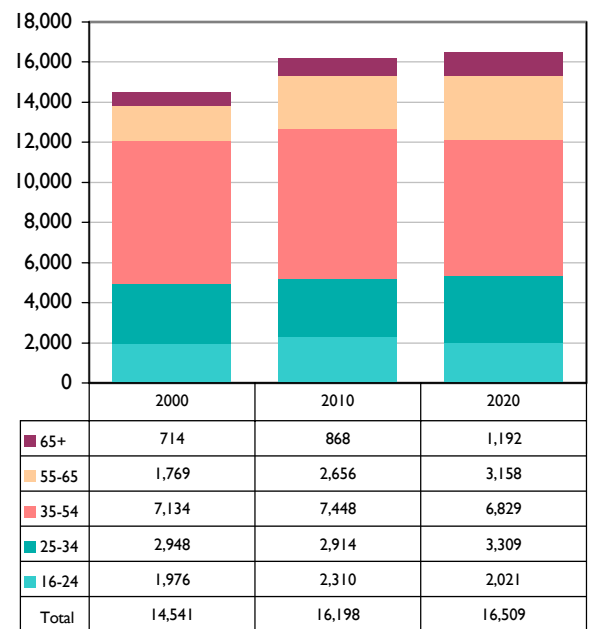


Source: WI Dept. of Administration, Demographic Services

did not factor in the lower participation rates of white residents; and, the population in Trempealeau County is 98 percent white. The largest ethnic group, Hispanic, is just one percent of the total population.

Two broad scenarios arise from the disparity in age and ethnicity: 1) there will be labor shortages due to retirements and the lack of replacement workers especially in occupations that rely on younger workers or require specialized skills; and 2) the aging population will impact the economy as an elderly population demands changes in the types of goods and services provided in local communities.

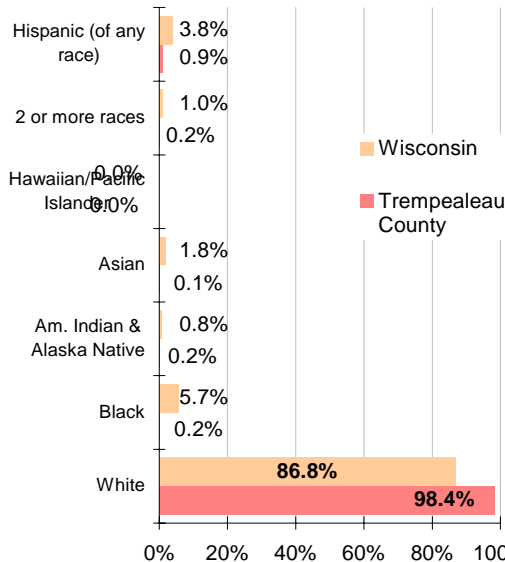
Trempealeau County Labor Force Projections by Age



Decade change	9.8%	11.4%	1.9%
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Source: DWD, Office of Economic Advisors, August 2004

Race and ethnic distribution



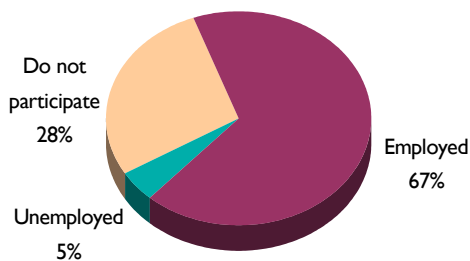
Source: U.S. Census Population Characteristics Estimates, 2002

Current Labor Force

Labor force participation represents the share of population that is 16 years old and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

In Trempealeau County the participation rate was 71.8 percent. That means that 28 percent of the population 16 years old and older did not participate. That includes some students and individuals who choose not to work including

Labor force participation in Trempealeau County



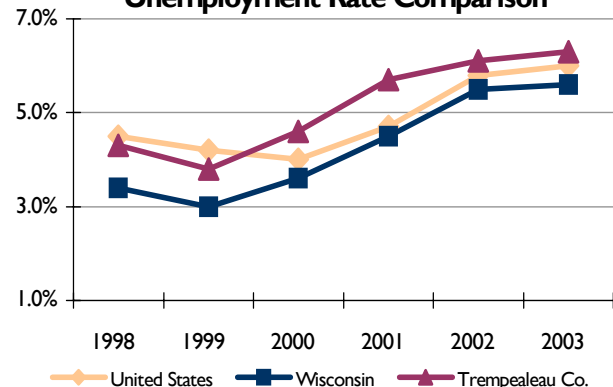
Source: DWD, Office of Economic Advisors, July 2004

retirees. As the population ages, more retirees will be included in the non-participating category by choosing not to work and the overall labor force participation rate will decline.

There will also be fewer new entrants to the labor force who are seeking first-time jobs and, consequently, fewer included among the unemployed. That, in turn, will produce lower unemployment rates. The fact that there were

fewer new entrants to the labor force during the last recession is one of the reasons unemployment rates remained as low as they did. The unemployment rate in Trempealeau County in 2003 was 6.3 percent compared to a 15.6 percent unemployment rate following the 1981-82 recession when the baby-boomers were entering the labor force in droves.

Unemployment Rate Comparison



Trempealeau County Civilian Labor Force Data

	1998	1999	2000	2001	2002	2003
Labor Force	14,462	13,874	14,637	14,979	14,917	14,970
Employed	13,845	13,353	13,963	14,119	14,007	14,032
Unemployed	617	521	674	860	910	938
Unemployment Rate	4.3%	3.8%	4.6%	5.7%	6.1%	6.3%

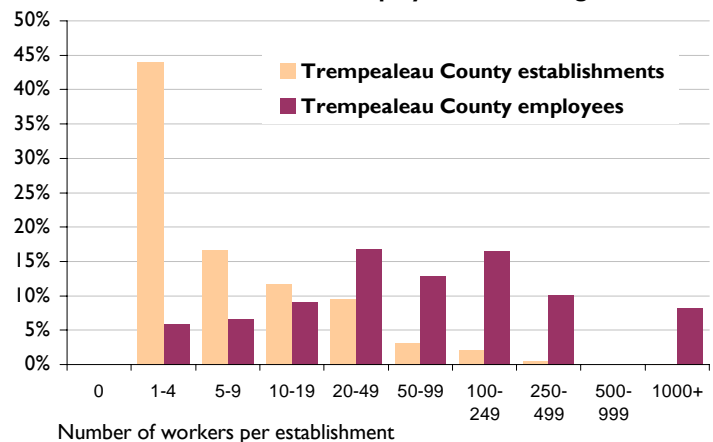
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Employers by Size

Nationwide, about one-quarter of the jobs are with employers that have 250 or more employees compared to roughly 31 percent in Wisconsin. In Trempealeau County, roughly 18 percent of the 12,100 jobs are with employers with 250 or more workers (this is based on an estimate that the one employer has at least 999 workers as shown on page 4).

In contrast, 22 percent of the jobs in Trempealeau County are with employers with less than 20 workers compared with 27 percent in the nation and 22 percent in Wisconsin. Employers with less than 20 workers comprise 72 percent of all employers in the county, compared with 80 percent in the United States and 85 percent in Wisconsin. The average employer in Trempealeau County has 17 employees, compared with 17 employees in Wisconsin and 13 in the United States.

Share of establishments & employees in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industry & employers by size

Examination of a county's labor market from the demand (employer) side of view is essential to gauge the type of workforce employers are seeking. The tables below outline the top employers by industry and the top employers by name and establishment size. The pie-graphs to the bottom indicate the prominence of these top industries and employers in terms of the county's total employment.

It is common that services-providing industries are the sectors

showing the largest and fastest employment growth in both one- and five-year periods. Some goods-producing sectors, manufacturing industries, may still show a large presence in terms of total employment, but they may show a loss of employment over these timeframes. It is also common that many counties traditionally heavy in goods-producing employment now have services-providers, particularly health and education services, as their larger employers and industry sectors.

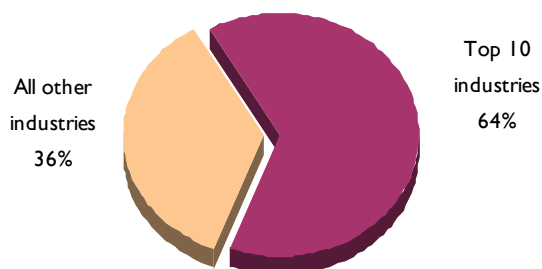
Top 10 Industries in Trempealeau County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Furniture & related product mfg	suppressed	suppressed	not avail.	not avail.
Educational services	8	1,121	-5	94
Food manufacturing	12	784	9	-112
Nursing & residential care facilities	5	584	-24	20
Food services & drinking places	53	545	2	-2
Truck transportation	26	451	19	120
Plastics & rubber products manufacturing	4	414	-26	not avail.
Hospitals	suppressed	suppressed	not avail.	not avail.
Executive, legislative, & gen government	27	351	20	35
Gasoline stations	15	348	35	116

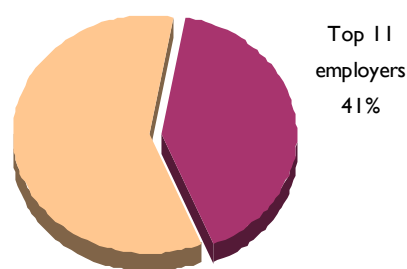
Top 11 privately owned Employers in Trempealeau County

Establishment	Product or Service	Size (Dec. 2003)
Ashley Furniture Industries Inc.	Furniture manufacturing	Over 999 employees
JFC Inc.	Poultry processing	250-499 employees
Ashley Distribution Services Ltd	General freight trucking, long-distance TL	250-499 employees
Kelsey Hayes Co.	Plastics product manufacturing	250-499 employees
Tri-County Memorial Hospital Inc.	General medical and surgical hospitals	100-249 employees
Franciscan Skemp Medical Center Inc.	Offices of physicians, except mental health	100-249 employees
Westfaliasurge Inc.	Farm machinery and equipment manufacturing	100-249 employees
Osseo Medical Center Inc-Mayo Health	General medical and surgical hospitals	100-249 employees
Global Finishings Solutions LLC	Sheet metal work manufacturing	100-249 employees
Whitehall Specialties Inc.	Cheese manufacturing	100-249 employees
Grand View Care Center Inc.	Nursing care facilities	100-249 employees

Share of jobs in top 10 industries in Trempealeau County



Share of Trempealeau County jobs with top 11 employers



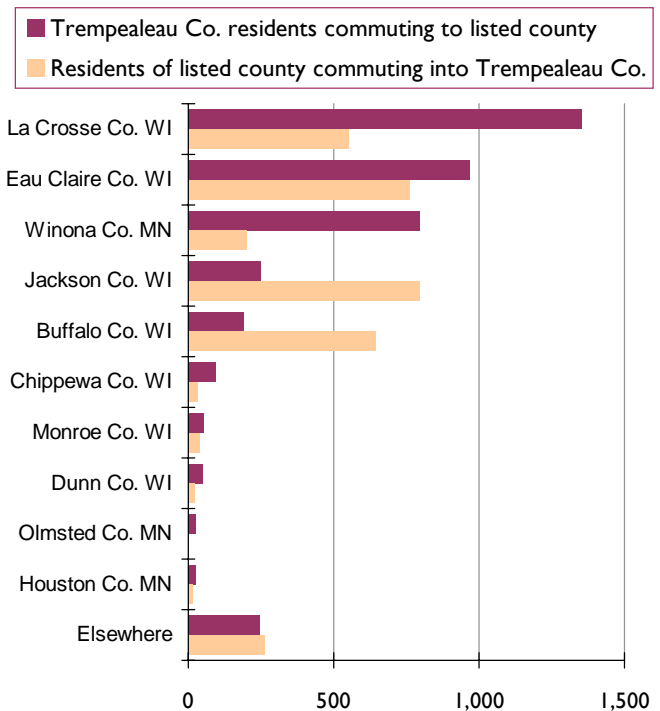
Commuting

Trempealeau County workers are very mobile and many Trempealeau County residents work in a place other than their county of residence. Workers are also spending more time traveling to jobs. The average time it took Trempealeau County residents to get to work increased from 18.8 minutes in 1990 to 21.9 minutes in 2000.

The net number of Trempealeau County residents commuting out of the county to work tripled between 1990 and 2000. In 1990 there was a net loss of 216 workers. By 2000 that increased to a net loss of 695 workers.

According to census data, the number of workers who commute to jobs in La Crosse County increased from 276 in 1990 to 799 reported in 2000, almost a three hundred percent increase. Some of the reasons that workers leave Trempealeau and travel to La Crosse County for a job include wages that are generally higher in La Crosse than in Trempealeau and more opportunities in management/professional positions that exist in La Crosse County.

There is a net gain in workers for Trempealeau County employers from Jackson and Buffalo counties and those gains did increase between the 1990 and 2000 censuses but are insufficient to compensate for the increase in commuters to La Crosse and Eau Claire counties.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

Trempealeau County shares some job characteristics with neighboring counties and those similarities were used to form a 'labor supply area' with at least 40,000 jobs. This list includes wages for some of the occupations with the most employment in that area. It is significant because these 20 occupations provide approximately 31,400 jobs, or 37 percent of total employment, in the combined county area.

Each occupation includes a mean (average) and median (50th percentile) hourly wage probably the most frequently requested wage information. If the mean and median are relatively close the labor market for that occupation is probably tight and very competitive. Eleven of the 20 occupations typically require only short-term training and, for the most part, have a mean hourly wage under \$11/hour. There are also jobs on this list that typically require only moderate to long-term training periods and have mean wages that exceed \$11/hour. Four of the occupations require college degrees and are much higher for those with dis-

closed wages.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 th	50 th	75 th
Truck drivers, heavy & tractor-trailer	\$22.58	\$16.30	\$23.73	\$27.76
Retail salespersons	\$9.70	\$6.94	\$8.36	\$10.80
Cashiers	\$7.52	\$6.33	\$7.24	\$8.44
Team assemblers	\$11.65	\$9.73	\$11.75	\$13.38
Comb. food prep. & serving workers (fast food)	\$7.38	\$6.20	\$7.13	\$8.31
Nursing aides, orderlies, & attendants	\$10.12	\$9.05	\$10.09	\$11.15
Waiters & waitresses	\$8.05	\$6.07	\$6.89	\$8.71
Janitors & cleaners, except maids & hskpg. cleaners	\$10.56	\$8.71	\$10.54	\$12.46
Bookkeeping, accounting, & auditing clerks	\$12.23	\$9.75	\$12.02	\$14.44
Office clerks, general	\$10.28	\$8.00	\$10.28	\$12.39
Secretaries, except legal, medical, & executive	\$11.74	\$9.99	\$11.79	\$13.49
Stock clerks & order fillers	\$10.18	\$7.74	\$10.39	\$12.25
Elem. school teachers, except special ed.	-	-	-	-
Registered nurses	\$23.55	\$19.41	\$22.19	\$26.01
Sec. school teachers, except special & voc. ed.	-	-	-	-
Teacher assistants	-	-	-	-
Carpenters	\$15.55	\$12.67	\$15.35	\$17.50
Laborers & freight, stock, & material movers, hand	\$10.51	\$8.15	\$10.09	\$12.47
Bartenders	\$8.58	\$7.00	\$7.77	\$8.58
General & operations managers	\$38.59	\$22.87	\$32.53	\$47.57

Trempealeau County is part of an area which includes Buffalo, Dunn, Pepin, Pierce, Polk, St. Croix and Trempealeau counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

Employment and Wages

Payroll employment declined 2.8 percent in Trempealeau County from 2002 to 2003 with the loss of 353 jobs. That compares with a change of -0.2 percent in Wisconsin. Most of the reduction occurred from the loss of 397 jobs with manufacturing employers. Manufacturing employment declined 7.7 percent in the county, much greater than the reduction of 4.2 percent in Wisconsin.

Manufacturing employers still provide the greatest share of jobs, 39.5 percent, in Trempealeau County and the greatest share of total payroll, 48.8 percent. The average annual wage of \$34,168 earned by manufacturing workers is 81 percent of the average wage for similar work in the state and increased 10.4 percent in the last year. The highest wages are those earned by workers in information where the annual average wage of \$35,255 is 90 percent of wages for similar work in the state but are paid to workers in less than two percent of all jobs in the county. The lowest average wages in the county of \$8,067 were in the leisure and hospitality industry sector and were only 67 percent of wages for similar work in the state and are earned by 6 percent of the county's workforce.

Several factors that influence average wages that include occu-

Average Annual Wage by Industry Division in 2003

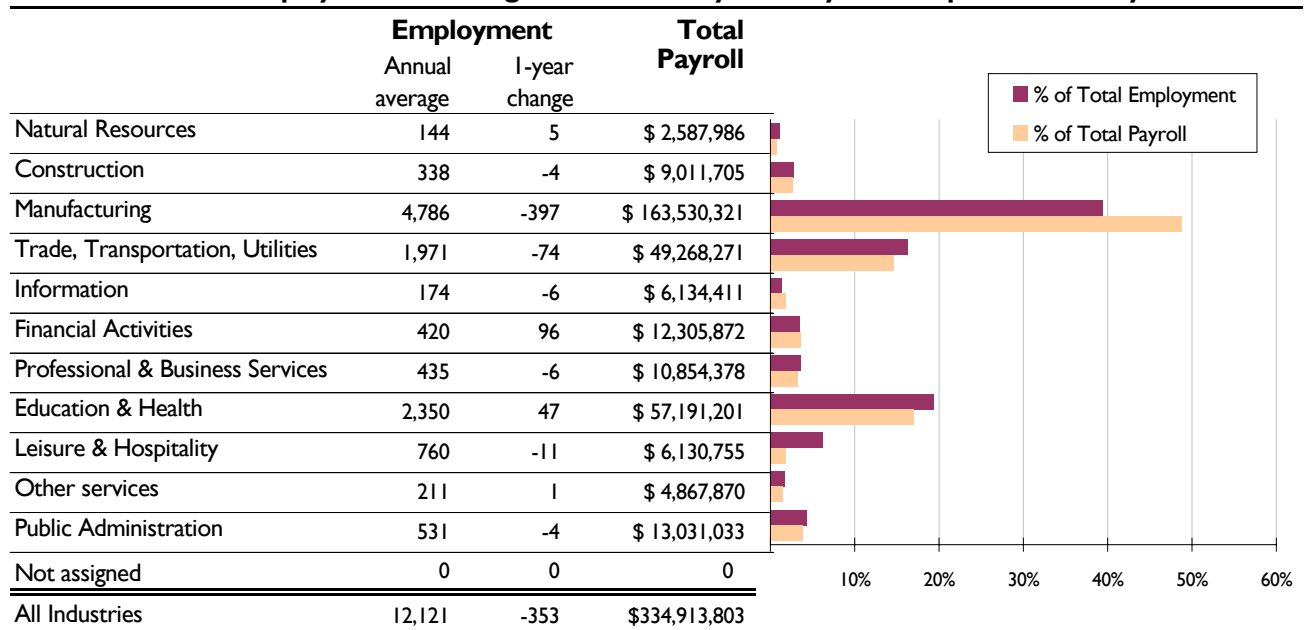
	Average Annual Wage		Percent of	1-year
	Wisconsin	Trempealeau	Wisconsin	% change
All Industries	\$ 33,423	\$ 27,631	82.7%	5.6%
Natural resources	\$ 25,723	\$ 17,972	69.9%	-11.0%
Construction	\$ 40,228	\$ 26,662	66.3%	0.5%
Manufacturing	\$ 42,013	\$ 34,168	81.3%	10.4%
Trade, Transportation, Utilities	\$ 28,896	\$ 24,997	86.5%	2.3%
Information	\$ 39,175	\$ 35,255	90.0%	20.6%
Financial activities	\$ 42,946	\$ 29,300	68.2%	16.0%
Professional & Business Services	\$ 38,076	\$ 24,953	65.5%	0.8%
Education & Health	\$ 35,045	\$ 24,337	69.4%	-1.5%
Leisure & Hospitality	\$ 12,002	\$ 8,067	67.2%	4.6%
Other services	\$ 19,710	\$ 23,070	117.0%	3.8%
Public Administration	\$ 35,689	\$ 24,541	68.8%	6.4%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

pation composition (professional and technical jobs generally have higher wages than clerical and service occupations), job tenure, average workweek (full or part-time), and seasonal and temporary employment.

The distribution of total payroll and employment for the major industry groups in Trempealeau County is detailed in the chart below. Education & health services employers, which in this case also includes public education, provides the second greatest share, 19.4 percent, of the jobs in the county and has the second highest payroll.

2003 Employment and Wage Distribution by Industry in Trempealeau County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

Per Capita Personal Income

Per capita personal income (see glossary) increased 4.1 percent in Trempealeau County in 2002, faster than in the United States, Wisconsin and other non-metropolitan counties in the state. The PCPI in Trempealeau County is 84 percent of PCPI in Wisconsin and 82 percent of the United States. It ranks 39th out of 72 counties in the Wisconsin.

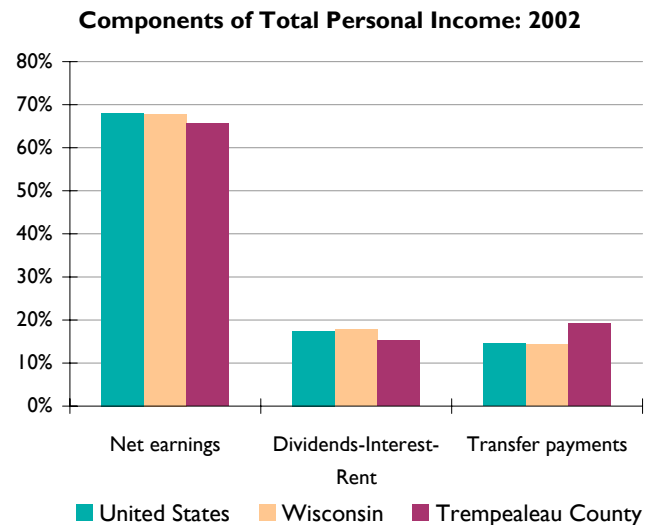
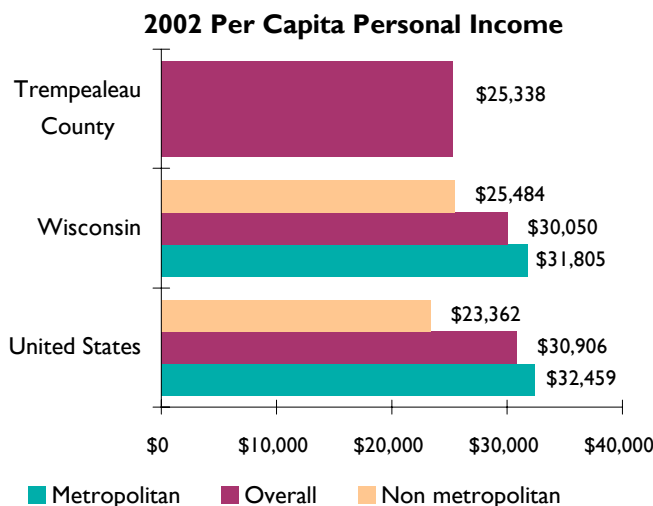
The greatest share of total personal income is net earnings from jobs, both those in and out of the county, self-employment and proprietorships. Not only are annual average wages lower than in Wisconsin but the share of total personal income from net earnings of 65 percent in Trem-

pealeau County is below the 68 percent of both the state and nation. In contrast transfer payments comprise a larger share. Both factors contribute to the lower PCPI in the county.

While PCPI is often used as a comparative income measure it should be remembered that population is also a key component. PCPI is the result of dividing total income by total population. Residents over 18 years old earn most income but the younger population is still included in the formula. Likewise, a retired population has a much lower earning capacity.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Trempealeau County	\$19,845	\$21,265	\$22,476	\$23,276	\$24,347	\$25,338	4.1%	27.7%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Trempealeau County	\$22,244	\$23,470	\$24,270	\$24,317	\$24,732	\$25,338	2.5%	13.9%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The regional contact for additional labor market information is:

Bill Brockmiller
405 North 8th St.
La Crosse, WI 54601
Phone: 608-785-9337
email: William.Brockmiller@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.